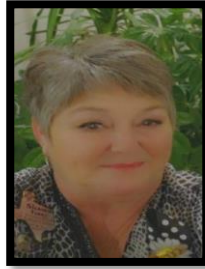


MEMBERSHIP



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Lights, Camera, Action!

Now Playing: Invite, Include, Invest

It's time to produce a movie in Texas. John Wayne is credited with saying "Nobody should come to the movies unless he believes in heroes." We, the VFW Auxiliary, believe in our nation's heroes. We are a membership organization made of men and women who joined the Auxiliary to honor our veterans through service and education about them, their history, and their sacrifices. There are more like us. Let us set the stage to produce the best movie the Department of Texas has ever seen: **Invite, Include, Invest!** Each one of us is a talent scout, a director, producer, a camera man, and an actor. Any of us could be the "next big thing" and the following information is your script to become the "next big thing", 100%+ in membership.

Invite New Members:

A great film needs great actors and a team of professionals that make the magic happen. That begins with the invitation. All Auxiliary members are talent scouts. Be sure you have a couple of applications and fact sheets with you at all times. Know the application and eligibility requirements. These are your script and notes for this movie. You've been in this movie before, and your task is to find your replacement. Talent scouts should also be enthusiastic and promote the Auxiliary at all times and as much as possible. Whether or not your movie is a hit is up to the talent scouts and who and how they invite. The answer is always "No!" unless asked, so ask someone to join.

Include All Members

Your call time is NOW!! All cast and crew members are essential in creating a hit movie. With everyone on set, it is time to get organized.

Auxiliary Presidents need to appoint a Membership Committee that should include the Producer of your film, your Auxiliary Treasurer, and four other members. Don't forget to foster creativity in how to keep members engaged and create a place that inspires members to share ideas and participate. All members should feel they contribute something to the Auxiliary, are needed, and are wanted. There is no time and place for subplots (cliques); stick to the Script.

Schedule call-backs for those you have invited to join or your new members. They may make the perfect fit for that role you were having a hard time filling. If you haven't heard from a cast/crew member, be sure to follow up with them. We have all been new before and we've all had accidents on our own sets. Be sure to be a good brother/sister to all members. Ask all to participate.

Don't forget to use the Press (Media Relations) to invite and include! Spotlight members who have been great recruiters, mentors, or attended the most events.

Invest in the Future of the Organization

Your Auxiliary can be a successful movie franchise with a little creativity, a little work, and a little movie magic. Take James Cameron's advice, "Try to come up with something unexpectable.". Make it fun! We're making the greatest movie of all time!

Playbook

- ✓ Fact Sheet (from National Headquarters)
- ✓ Business care with your contact information (as all good talent scouts have)
- ✓ MALTA Member Resources
 - Applications
 - Brochure Order Form
 - New Member Engagement Guide
 - New Member Orientation Checklist
 - New Member Packet
 - Retention Tools
- ✓ Membership Plan
 - Contacting current members
 - Outreach to former members
 - Recruiting events, 4+ per year
 - Membership year calendar

AUXILIARY AWARDS

1. One Auxiliary in each Membership Division who secures the largest number of new members from July 1, 2023 until March 31, 2024 will receive a \$75.00 award at the Department Convention.
2. One established Auxiliary in each Membership Division that reaches 100% plus by December 15, 2023 will receive a \$25.00 cash award if in the Department office by December 15, 2023 deadline.
3. A Special invitation to the **“Soaring with Eagles Celebration”** at Mid-Winter will be extended to each Auxiliary President and Membership Chairman when the Auxiliary reaches 100% by December 15, 2022. If Auxiliary President or Membership Chairman does not attend, one (1) Auxiliary Representative will be allowed to attend.

DISTRICT AWARDS

1. \$50.00 cash award to the District who brings the most new members between July 1, 2023 and November 30, 2023.
2. Special invitation to the **“Soaring with Eagles Celebration”** at Mid-Winter will be extended to the District President and District Membership Chairman when the District reaches 95% by December 15, 2023. If the District President or Membership Chairman does not attend, one (1) District Representative will be allowed.

“Wind Beneath Our Veterans Wings”
“Banding Together for Our Veterans”